

CABRILLO FESTIVAL OF CONTEMPORARY MUSIC

JULY 27 – AUGUST 10, 2025

Let your marketing message reach the highly desirable cultural audience of “North America’s most important festival of new orchestral music” –*SJ Mercury News*

The Cabrillo Festival of Contemporary Music’s beautifully designed and professionally produced keepsake Program Guide is provided free to over 12,000 concert and event attendees. Your advertising dollars will have a powerful impact and create an enduring association with this cultural jewel of our community! With a strong foundation of local ticket-buyers, as well as cultural tourists coming to Santa Cruz County, this unique ad placement allows you to boost your business while supporting the arts during the peak summer season and beyond.

2025 PRINT ADVERTISING RATES

Back Cover (Color)	\$2,350
Inside Covers (Color)	\$1,750
Full Page	\$1,250
Mini Page	\$950
1/2 Page	\$825
1/3 Page	\$675
1/6 Page	\$395

LEGACY AD OPTION:
commit to 3 years and Hold your ad rate and space!

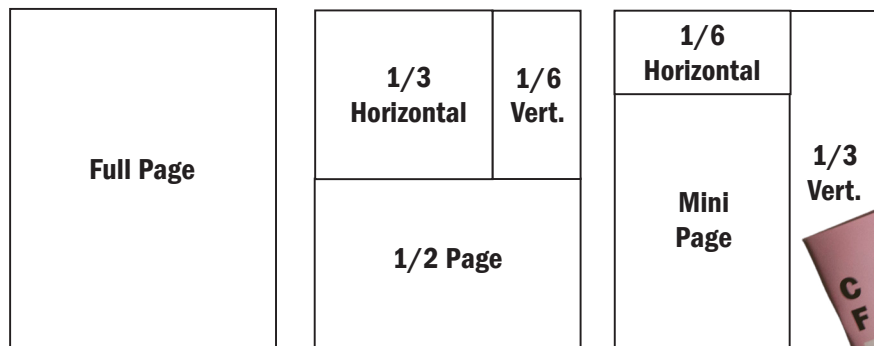
REACH 12,000 REGIONAL PATRONS OF THE ARTS ONLINE AND AT THESE FESTIVAL EVENTS:

- 5 orchestra concerts
- 3 chamber concerts
- 13 free open rehearsals
- Free educational opportunities & other community events

Learn more about Festival programs at cabrillomusic.org.

If you're interested in even more exposure, ask us about **Business Sponsorships!**

Color ad spaces are limited in number, and booked on a first-come, first-served basis. All ads are black & white unless stated. See next page for key dates, terms and specifications.



CONTACT: Program Ad Sales
phone: 831.426.6966
e-mail: ads@cabrillomusic.org

cabrillomusic.org/program-book-advertising

CABRILLO FESTIVAL OF CONTEMPORARY MUSIC

2025 PUBLICATION SCHEDULE RESERVE EARLY FOR BEST PLACEMENT!

MAY 3 Ad Space Reservation Deadline

JUNE 3 Ad Artwork DUE

TERMS & CONDITIONS

- **FULL PAYMENT DUE to CONFIRM AD RESERVATION.**
- PAY BY CHECK OR PAYPAL. Invoice will be sent via email.
- Liability of the publisher for errors is limited to the cost of the space occupied by the error.
- Placement requests will be accommodated whenever possible but cannot be guaranteed.

AD PRODUCTION

ALL ADVERTISING RATES ARE FOR SPACE ONLY and require ads in digital form (see specifications). Advertisers in need of ad design and production support, please consult the Festival for referrals.

TECHNICAL GUIDELINES

PRINTING SPECIFICATIONS

- **TRIM SIZE** = 8 x 10"
- 133 or 150 line screen
- 4-color outside/inside cover
- B&W inside pages

ARTWORK GUIDELINES

- **REQUIRED FILE FORMAT:** PDF with all fonts outlined
- **B&W ADS** should be in grayscale mode, and contain at least a 1px border, or one will be added
- **COLOR ADS** are 4 color process and should be saved in CMYK mode (no spot colors, no RGB mode). 1/8" bleeds are accepted. Cover ads require 1/8" bleeds.

AD SUBMISSION

- **All ads must be provided in PDF form** and sent via e-mail to: ads@cabrillomusic.org



AD SIZES

(W x H)

Full Page - Cover *	8 x 10"
Full Page	7 x 9"
Mini Page	4 7/8 x 6 5/8"
Half Page	7 x 4 7/8"
1/3 Page - Vertical	2 6/8 x 9"
1/3 Page - Horizontal	4 4/8 x 4 1/8"
1/6 Page - Vertical †	2 x 4 4/8"
1/6 Page - Horizontal †	4 1/8 x 2 2/8"

* Covers (back, inside front and inside back) ads are full-color and require 1/8" bleeds.



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